

Name: \_\_\_\_\_ Period: \_\_\_\_\_ Due Date: \_\_\_\_\_

## Standard 4.2 == Event Marketing Examples

For each example::

1. Identify specific marketing terms.
2. Identify how each company is competing for a common client.
3. Summarize the marketing offerings of each firm.
4. Identify what offerings are most in demand.



Terms & Efforts

Summary of Offerings

Offerings in Demand



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## Standard 4.2 -- Event Marketing Examples



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Your Activity.....

Event Marketing of Fremont presents Fremont vs. Bonneville with Utah Jazz vs. New York Knicks